

No. of Printed Pages : 3 **MTM-6/MTTM-6**

**MASTER OF ARTS (TOURISM  
MANAGEMENT)/ MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT (MTM/MTTM)**

**Term-End Examination**

**June, 2021**

**MTM-6/MTTM-6 : MARKETING FOR  
TOURISM MANAGERS**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** (i) Attempt any **five** questions in about  
**600** words each.

(ii) All questions carry equal marks.

1. "Buying a service is a riskier proposition than buying a product." Justify the statement giving relevant examples. 20

2. Differentiate between Market Segmentation and Product Differentiation. How do companies select the basis of segmentation and the specific market segment to be targetted. 20
3. Discuss the purpose, scope and application areas of Marketing Research. 20
4. Illustrate the various levels of consumer decisions and discuss the process of decision-making. 20
5. What do you understand by 'Product' ? Explain the stages in new product development. 20
6. What are the advantages and disadvantages of Branding ? Explain various issues while taking branding decisions. 20
7. Elaborate the factors which affect pricing decisions. How is pricing policy related to the various stages of a Product Life Cycle (PLC) ? 20
8. Write short notes on the following in about **150** words each : 5×4=20
- (a) Types of products

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- (b) Changing role of marketing organisation
  - (c) Marketing research tools/instruments
  - (d) Characteristics of Services
9. As a sale personnel, describe the selling process you will follow for completing on adventure tour package sale. 20
10. Describe the approaches and the methods of sales forecasting. 20